III. **Text Search Results from Dialog**

A. Patent Files, Abstract

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```
File 350: Derwent WPIX 1963-2010/UD=201028
         (c) 2010 Thomson Reuters
File 347: JAPIO Dec 1976-2010/Jan(Updated 100427)
         (c) 2010 JPO & JAPIO
Set       Items   Description
S1       119272    AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2        21620    S1(2N)(DATA OR DATUM OR INFORMATION)
S3         4982    S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-
                   CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4      1247627    TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICES -
                   OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-
                   RICES
S5       107520    S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? -
                   OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6       389637    ADDRESS OR ADDRESSES
S7      4047428    POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT
                   OR PLACEMENTS
S8      1388073    TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-
                   ONS
S9       146137    S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-
                   IF? OR SELECT?)
S10      203599    S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-
                   IN? OR ANALYZ? OR ANALYS?)
S11        4982    S2 AND S3
S12       24158    S5 AND (S6 OR S7)
S13          21    S11 AND S12
S14           3    S13 AND S9
S15           0    S14 AND S10
S16           5    S13 AND (S9 OR S10)
S17     1810840    (S6 OR S7) AND (LINK? OR CONNECT? OR COMBIN? OR COUPL? OR -
                   JOIN?)
S18      110228    S17 AND S4
S19         345    S18 AND S2
S20         175    S19 AND (CONTENT OR CONTENTS OR GAME OR GAMES)
S21          15    S20 AND S9
S22           0    S21 AND S10
S23          15    S20 AND S10
S24          30    S21 OR S23
S25          27    S24 NOT S16
S26          13    S25 AND IC=G06F?


16/3,K/1      (Item 1 from file: 350)
DIALOG(R)File 350: Derwent WPIX
(c) 2010 Thomson Reuters. All rts. reserv.
0019551922  - Drawing available
WPI ACC No: 2009-P18819/200966
Related WPI Acc No: 2009-P35428; 2009-P35430; 2009-P87509
Keyword-advertisement method for e.g. wired/wireless online advertisement
industry, involves utilizing meta-information related to digital contents
such as multimedia contents
Patent Assignee: KANG M S (KANG-I); MIM S K (MIMS-I)
Inventor: KANG M S; MIM SOO K
Patent Family (16 patents, 122 countries)
Patent                            Application
Number       Kind   Date   Number        Kind   Date    Update
WO 2009120004  A2   20091001  WO 2009KR1480   A   20090324  200966  B
KR 2009102229  A    20090930  KR 200827531    A   20080325  200968  E
KR 2009099443  A    20090922  KR 200869292    A   20080716  200979  E
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The sensing device includes a communicator configured to communicate the indicating data to a...

...A sensing device for sensing a **position** relative to a surface. The surface has printed therein or thereon coded data including at least one data portion, and visible information, at least some...

...data being coincident with the visible information. The sensing device includes a sensor for sensing at least one data portion when placed in an operative **position** relative to the at least one region and generating indicating data using the sensed data portion. The indicating data is indicative of a **position** of the data portion relative to the surface and an orientation of the sensing device relative to the data portion. The indicating data is then communicated to a computer system to allow the **position** of the sensing device relative to the surface to be determined...

...of: determining a print media identifier from the print medium using a sensor module of a mobile telecommunications device, the print media identifier having been linked to the image; and, retrieving, using the mobile telecommunications device, the image...

...memory unit located in the hand-held pen device; and a second memory unit located in an external data storage device. The memory units are **connected** in such a way that transmission of the recorded information is caused to occur automatically from the first memory unit to the second memory unit...

B. Patent Files, Full-Text

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File 348: EUROPEAN PATENTS 1978-201018
      (c) 2010 European Patent Office
File 349: PCT FULLTEXT 1979-2010/UB=20100506| UT=20100429
      (c) 2010 WIPO/Thomson

Set	Items	Description
S1	189013	AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2	14741	S1(2N)(DATA OR DATUM OR INFORMATION)
S3	2598	S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE- CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4	1176594	TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES - OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT- RICES
S5	230804	S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? - OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6	418983	ADDRESS OR ADDRESSES
S7	1797837	POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT OR PLACEMENTS
S8	936490	TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI- ONS
S9	186992	S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMN? OR IDENT- IF? OR SELECT?)
S10	236674	S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM- IN? OR ANALYZ? OR ANALYS?)
S11	2598	S2(100N)S3
S12	47459	S6(10N)S7
S13	948	S12(60N)S5
S14	15	S11(10S)S13
S15	12	S14(10S)(S9 OR S10)

15/3,K/1   (Item 1 from file: 348)
DIALOG(R)File 348: EUROPEAN PATENTS

IV. Text Search Results from Dialog

A. NPL Files, Abstract

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File    2:INSPEC 1898-2010/May W1
        (c) 2010 The IET
File   35:Dissertation Abs Online 1861-2010/Mar
        (c) 2010 ProQuest Info&Learning
File   65:Inside Conferences 1993-2010/May 11
        (c) 2010 BLDSC all rts. reserv.
File   99:Wilson Appl. Sci & Tech Abs 1983-2010/Mar
        (c) 2010 The HW Wilson Co.
File  474:New York Times Abs 1969-2010/May 11
        (c) 2010 The New York Times
File  475:Wall Street Journal Abs 1973-2010/May 11
        (c) 2010 The New York Times
File  583:Gale Group Globalbase(TM) 1986-2002/Dec 13
        (c) 2002 Gale/Cengage
Set     Items    Description
S1    401149    AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2     12887    S1(2N)(DATA OR DATUM OR INFORMATION)
S3       158    S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-
                CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4   1915963    TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES -
                OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-
                RICES
S5     95648    S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? -
                OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6    284707    ADDRESS OR ADDRESSES
S7    947384    POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT
                OR PLACEMENTS
S8    803287    TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-
                ONS
S9     58177    S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-
                IF? OR SELECT?)
S10    76711    S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-
                IN? OR ANALYZ? OR ANALYS?)
S11      158    S2 AND S3
S12      146    S5 AND (S6 AND S7)
S13        0    S11 AND S12
S14        0    S2 AND S12
S15        7    S1 AND S12
S16        7    RD (unique items)
S17  2081056    (S6 AND DATA OR DATUM OR INFORMATION)
S18   122576    S17 AND S7
S19    28111    S18 AND (LINK? OR CONNECT? OR COMBIN? OR COUPL? OR JOIN?)
S20     1016    S19 AND S1
S21       23    S20 AND S9
S22        2    S21 AND S10
S23        0    RD S21
S24       23    RD S21 (unique items)
S25      108    S20 AND S10
S26        6    S25 AND (CONTENT OR CONTENTS OR GAME OR GAMES)
S27        6    RD (unique items)
S28       36    S16 OR S24 OR S27
S29       36    RD (unique items)

29/3,K/1    (Item 1 from file: 2)
DIALOG(R)File   2:INSPEC
(c) 2010 The IET. All rts. reserv.
```

This thesis pursues the double purpose of measuring, and improving the tools of measurement of, the economic impact of both **advertising** and pricing decisions by firms in duopolistic industries. In seeking to obtain efficient statistical estimates of the effect of these variables on market demands, we...

...is that, at any given period, observations on the variables of these simultaneous-equation econometric models have arisen as the equilibrium outcomes of some specified **games** of competition between firms.
This work illustrates a new methodology that **combines game** theoretic considerations and modern econometric and statistical tools. Our empirical findings have, indeed, demonstrated how fruitful and promising such a **combination** is.
The analysis of data on the U.S. soft drink industry by means of the framework developed in this study produces two types of results. First, we obtain more accurate estimates of the economic impact of **advertising**, a highly strategic and instrumental variable for firms, than those obtained so far with available techniques. We utilize full **information** maximum likelihood methods to estimate simultaneous-equation econometric models of the U.S. soft drink industry, each of which incorporates **information** about a specific form of competition between firms. Second, using recent econometric techniques, we perform some statistical tests which enable us to discriminate among the different models. We are, therefore, in a **position** of **determining** which of the various formal representations of the industrial organization of such a sector is most compatible with the available data.

29/3, K/36   (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Global base(TM)
(c) 2002 Gale/Cengage. All rts. reserv.
09244514
EverAd raises $22m in private **placement**
  ISRAEL: PRIVATE PLACEMENT BY EVERAD
Jerusalem Post (JP)   18 Feb 2000   p. A9
Language: ENGLISH

EverAd raises $22m in private **placement**
  ISRAEL: PRIVATE PLACEMENT BY EVERAD

EverAd's private **placement** led to US$ 22m being raised, it was revealed on 17 February 2000, and included several investors, headed by East River Ventures. The fledgling Israeli Internet **advertising** business has **created** a technology able to **link** dynamic **advertising** with Internet content. EverAd intends initially to concentrate on PlayJ, a stand-alone music player enabling the Internet to be used to download music files...

EVENT: Company Financial DataPlanning & **Information**

B. NPL Files, Full-text

~~
File 20:Dialog Global Reporter 1997-2010/May 11
          (c) 2010 Dialog
File 15:ABI/Inform(R) 1971-2010/May 10
          (c) 2010 ProQuest Info&Learning
File 610:Business Wire 1999-2010/May 11
          (c) 2010 Business Wire.
File 810:Business Wire 1986-1999/Feb 28
          (c) 1999 Business Wire
File 613:PR Newswire 1999-2010/May 11

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Set     Items    Description
S1    3142164    AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2      66847    S1(2N)(DATA OR DATUM OR INFORMATION)
S3        935    S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-
                   CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4    6576954    TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES OR
                   OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-
                   RICES
S5     448343    S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? -
                   OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6    4034321    ADDRESS OR ADDRESSES
S7   10514690    POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT
                   OR PLACEMENTS
S8    7278577    TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-
                   ONS
S9     404706    S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-
                   IF? OR SELECT?)
S10    251517    S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-
                   IN? OR ANALYZ? OR ANALYS?)
S11         0    S3(10N) S5
S12        36    S3 AND S5
S13        32    S12 AND (S6 OR S7 OR S8)
S14        27    RD  (unique items)
S15        12    S14 NOT PY>2000
S16    131498    S6(30N) S7
S17       150    S16(30N) S5
S18         0    S17(10S) S2
S19        11    S17(10S) S1
S20        11    S19 NOT S15
S21        10    RD  (unique items)
S22       248    S16(30N) S9
S23        28    S22(10S) S1
S24        21    RD  (unique items)
S25        21    S24 NOT (S15 OR S20)
S26     12918    S16(30N)(LINK? OR CONNECT? OR COMBIN? OR COUPL? OR JOIN?)
S27        13    RD  (unique items)
S28        12    S28 NOT (S15 OR S20 OR S25)
S30        12    RD  (unique items)
S31    230266    S1(3N)(INSERT? OR PLAC? OR ADD OR ADDS OR ADDED OR ADDING -
                   OR INCLUD? OR EMBED? OR INCLUSION? OR INCORPORAT?)
S32     21990    S31(3N)(CONTENT OR CONTENTS OR GAME OR GAMES)
S33        67    S32(100N) S16
S34        15    S22(10S) S10
S35        12    S34 NOT (S15 OR S20 OR S25 OR S29)
S36         9    RD  (unique items)
S37        65    S15 OR S20 OR S25 OR S29 OR S36
S38        53    S20 OR S25 OR S29 OR S36
S39        18    S38 NOT PY>2000
S40        30    S15 OR S39
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12065278  (USE FORMAT 7 OR 9 FOR FULLTEXT)
SRC Creates Major Web-Based Demographic Research and Mapping Application
  for Marcus & Millichap - Another 'First' Among the Brokerage Company's
```

...foundation of Pro CD's library of reference titles, is a
versatile 6-disc national telephone directory on CD-ROM that allows business
users to **identify**, then target prospects with laser beam focus. It includes
over 100 million US business and residential listings searchable by name,
address, city, county, state, ZIP code, telephone number, SIC (Standard
Industrial Classification) business code, MSA (Metropolitan Statistical Area)
and geographic **location**. Recent independent **comparisons** by PC World, On-Line
User, MacHome Journal, PC Computing and Home PC all suggest that Select Phone
is the most accurate telephone directory on...

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```
File   9:Business & Industry(R) Jul/1994-2010/May 10
       (c) 2010 Gale/Cengage
File 275:Gale Group Computer DB(TM) 1983-2010/Apr 01
       (c) 2010 Gale/Cengage
File 621:Gale Group New Prod.Annou.(R) 1985-2010/Mar 23
       (c) 2010 Gale/Cengage
File 636:Gale Group Newsletter DB(TM) 1987-2010/Apr 07
       (c) 2010 Gale/Cengage
File  16:Gale Group PROMT(R) 1990-2010/May 10
       (c) 2010 Gale/Cengage
File 160:Gale Group PROMT(R) 1972-1989
       (c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2010/May 10
       (c) 2010 Gale/Cengage
```

Set	Items	Description
S1	4180631	AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2	96449	S1(2N)(DATA OR DATUM OR INFORMATION)
S3	1031	S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4	4629940	TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES - OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-RICES
S5	497973	S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? - OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6	2968483	ADDRESS OR ADDRESSES
S7	7788283	POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT OR PLACEMENTS
S8	4698644	TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-ONS
S9	401714	S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-IF? OR SELECT?)
S10	177756	S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-IN? OR ANALYZ? OR ANALYS?)
S11	7	S3(100N)S5
S12	45	S3 AND S5
S13	78554	S6(20N)S7
S14	0	S12 AND S13
S15	5	RD S11 (unique items)
S16	136	S5(30N)S13
S17	0	S16(10S)S2
S18	1	S16 AND S2
S19	1	S18 NOT S15
S20	294008	S1(3N)(INSERT? OR PLAC? OR ADD OR ADDS OR ADDED OR ADDING - OR INCLUD? OR EMBED? OR INCLUSION? OR INCORPORAT?)
S21	29062	S20(30N)(CONTENT OR CONTENTS OR GAME OR GAMES)
S22	104	S21(10S)S13

```
S23          6     S22 AND S10
S24          4     RD  (unique items)
S25          7     S22 AND S9
S26          4     RD  (unique items)
S27         12     S15 OR S19 OR S24 OR S26
S28         12     RD  (unique items)
```

28/3,K/1   (Item 1 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
03486030 Supplier Number: 123762283   (USE FORMAT 7 OR 9 FOR FULLTEXT)
Safely embedded: despite complaints, FTC and FCC are unlikely to rule on
  product placement issue.
(Product Placement Watch)
Broadcasting & Cable, v 134, n 43, p 18
October 25, 2004
DOCUMENT TYPE: Journal   ISSN: 0007-2028 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 898
    (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...search results.

But that ruling may not be the precedent used by the FTC when evaluating
Commercial Alert's claims now.

"When the commission has considered the issue of product
placement in the past--in movies, for example--it hasn't found that
there's consumer injury," says Mary Koelbel Engle, associate director of
the FTC...

...by Commercial Alert, but basically, we have the same law in effect, so
it would be the same legal analysis." (The complaint to the FTC
addresses the injury issue by contending that "product
placement is implicated in the epidemic of marketing-related diseases
in children," including obesity and Type-2 diabetes.)

The FCC doesn't sound galvanized by Commercial...

...of product placements is unfair and deceptive. It should require
advertisers to insist that TV networks and stations prominently disclose to
viewers that their product placements are ads. In addition,
product placements should be identified when they occur, much as
print advertisements must be identified on the ad when they might be
confused with editorial content.

"This should be in addition to disclosure at the outset of a program. Such
disclosure should be clear and conspicuous. It should be large enough...

28/3,K/2   (Item 2 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
01334149 Supplier Number: 23978319   (USE FORMAT 7 OR 9 FOR FULLTEXT)
PGI Offers Retailers Sales Support
(Over 60% of platinum jewelry purchased in 1996 was specially ordered;
  Platinum Guild International offers marketing & sales support to
  retailers to encourage them to sell platinum jewelry)
Jewelers' Circular-Keystone, v 168, n 8, p 42+
August 1997
DOCUMENT TYPE: Journal   ISSN: 1070-0242 (United States)
LANGUAGE: English RECORD TYPE: Fulltext

Orrville, OH Honeywell, Inc., Indl. Controls Div., Fort Washington, PA
M.E.A., Inc., Elk...

...Co., Littleton, CO Numatics, Inc., Highland, MI
        Additives, Metal (see type desired)
        Additives, Sand (see type desired)
        Adhesives, Chemical Cure Abatron, Inc., Gilberts, IL Aremco
Products, Inc., Ossining, NY Ashland Chemical Co., Foundry
Products Div., P.O. Box
        2219, Columbus, OH 43216, 614-889-3514--See ads
        in Product Directory--See Advertisers Index for ad
        page number Atlas Minerals & Chemicals, Inc., Mertztown, PA Conap,
Inc., Olean, NY Delta Resins & Refractories, Inc., 6263 N. Teutonia Ave.,
        Milwaukee, WI 53209...

~~
File 570:Gale Group MARS(R) 1984-2010/Apr 07
        (c) 2010 Gale/Cengage
File 635:Business Dateline(R) 1985-2010/May 11
        (c) 2010 ProQuest Info&Learning
File 387:The Denver Post 1994-2010/May 10
        (c) 2010 Denver Post
File 471:New York Times Fulltext 1980-2010/May 11
        (c) 2010 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
        (c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2010/May 09
        (c) 2010 St Louis Post-Dispatch
File 631:Boston Globe 1980-2009/Dec 30
        (c) 2010 Boston Globe
File 633:Phil.Inquirer 1983-2010/May 11
        (c) 2010 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2010/May 11
        (c) 2010 Newsday Inc.
File 640:San Francisco Chronicle 1988-2010/May 11
        (c) 2010 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2009/Jan 16
        (c) 2009 Scripps Howard News
File 702:Miami Herald 1983-2010/May 10
        (c) 2010 The Miami Herald Publishing Co.
File 703:USA Today 1989-2010/May 10
        (c) 2010 USA Today
File 704:(Portland)The Oregonian 1989-2010/May 09
        (c) 2010 The Oregonian
File 713:Atlanta J/Const. 1989-2010/May 11
        (c) 2010 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2010/May 10
        (c) 2010 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2009/Dec 07
        (c) 2009 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2010/May 10
        (c) 2010 The Plain Dealer
File 735:St. Petersburg Times 1989- 2010/Apr 30
        (c) 2010 St. Petersburg Times
File 477:Irish Times 1999-2010/May 11
        (c) 2010 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2010/May 11
        (c) 2010 Times Newspapers
File 711:Independent(London) Sep 1988-2006/Dec 12
        (c) 2006 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2010/May 11
        (c) 2010 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2010/May 11
        (c) 2010

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Set      Items    Description
S1     2099222    AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2       15786    S1(2N)(DATA OR DATUM OR INFORMATION)
S3         218    S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-
                    CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4     2173470    TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES -
                    OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-
                    RICES
S5       80203    S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? -
                    OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6     1449286    ADDRESS OR ADDRESSES
S7     3982555    POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT
                    OR PLACEMENTS
S8     2256757    TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-
                    ONS
S9       65981    S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-
                    IF? OR SELECT?)
S10      84145    S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-
                    IN? OR ANALYZ? OR ANALYS?)
S11          0    S3(100N)S5
S12          6    S3 AND S5
S13          6    RD  (unique items)
S14      21727    S6(20N)S7
S15        267    S14(30N)S4
S16          0    S15(100N)S2
S17        580    S14(100N)S4
S18          6    S17(100N)S2
S19          6    S14(100N)S2
S20          6    RD  (unique items)
S21        763    S1(100N)S14
S22         24    S21(10S)(S9 OR S10)
S23         23    RD  (unique items)
S24     126603    S1(3N)(INSERT? OR PLAC? OR ADD OR ADDS OR ADDED OR ADDING -
                    OR INCLUD? OR EMBED? OR INCLUSION? OR INCORPORAT?)
S25       5654    S24(30N)(CONTENT OR CONTENTS OR GAME OR GAMES)
S26         11    S25(100N)S14
S27         10    RD  (unique items)
S28         43    S13 OR S20 OR S23 OR S27
S29         43    RD  (unique items)
S30         21    S29 NOT PY>2000
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... that when the volcano was removed from her head and placed in the
background, the absurdity was eliminated while the same fundamental
pictorial and written information in the ad was retained
(the non-absurd condition). To avoid the confounding effect of prior brand
attitude, we used a fictitious brand of wine cooler named "Caribbean
Cooler." The...14 items were reduced to seven items. These seven items of
the absurdity scale (bizarre, unique, unusual, illogical, absurd, comical
and unreal) were averaged to create an index (coefficient